

SAN FRANCISCO PUBLIC LIBRARY



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1994/95



SAN FRANCISCO PUBLIC LIBRARY

Keep the doors open and open a new one, said San Francisco. And so we have.

Thanks to City voters, the doors of the San Francisco Public Library—the Main Library and 26 branches—now stay open for 371 hours a week more than they did last year. The new Main Library, nearing completion, is on schedule and within budget: a state-of-the-art facility that honors the diversity, intelligence and imagination of San Francisco's citizens.

This has been a momentous year. The passage of a Charter Amendment in June 1994 established a Library Preservation Fund, injecting \$12 million into the library system after almost a decade of service cuts.

While public libraries are under siege in many places in California, San Franciscans made their priorities clear by voting to earmark .025 cents of every hundred dollars of assessed property tax for library use over the next 15 years. Public hearings held by the Library Commission in each branch library then determined what services City residents wanted most from SFPL.

Based on that input, the Library tripled the materials collection budget and hired more than 200 new staff to handle the increased hours and services. In February 1995, on-line access became available to anyone with access to a computer and a modem. Full text of more than 300 periodicals also became available on-line to library card holders.

New hours, new materials, new staff, and more on-line resources added up to greater public use of the Library. The doors of the Main once again were open on Sundays, bringing in more than 3000 people per day. Public seating in the Main is a problem now, but it won't be when the new Main Library opens in April 1996. The renovated Chinatown Branch library, the most widely used branch in the system, will be almost 50% larger when it, too, opens next spring.

When the new Main opens, we will be able to expand access more than ever. Hundreds of public terminals will be available to locate materials in the Library's collection, as well as to access databases and the Internet. Multi-media workstations will display digitized images of materials, including historical photographs of San Francisco, documents and documentary film footage from the Gay and Lesbian Center Archives, as well as sheet music from the renowned Dorothy Starr Collection. An auditorium, meeting rooms and a television studio will allow us to hold, record and cablecast community events and programs.

But don't wait until then. Come through our doors today and step into a global community where a computer can connect you to resources around the world, a program can introduce you to your neighbor, or a novel can remind you that we're not so different, after all.



*Kenneth E. Donli*





5/S



*San Francisco Public Library*

Government Information Center  
San Francisco Public Library  
100 Larkin Street, 5th Floor  
San Francisco, CA 94102

REFERENCE BOOK

*Not to be taken from the Library*

ROTUNDA  
SAN FRANCISCO MAIN LIBRARY

PEI COBB FREED & PARTNERS  
&  
SIMON MARTIN-VEGUE WINKELSTEIN MORIS  
ASSOCIATED ARCHITECTS

NANCY P. SUN, R.A.  
DELINEATOR

MARCH 1995

DOCUMENTS DEPT.

APR 19 1996

SAN FRANCISCO  
PUBLIC LIBRARY

information  
DISCOVER  
EMPOWER  
illumination  
ACCESS  
DISCOVER  
community  
ACCESS





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## FROM THE CITY LIBRARIAN

access to a computer and a modem. Full text of many books and articles became available on-line to library card holders.

New hours, new materials, new staff, and more space for the greater public use of the Library. The doors of the Main Library are open on Sundays, bringing in more than 3000 people per week. It was a problem now, but it won't be when the new Main Library opens. The renovated Chinatown Branch library, the most modern in the system, will be almost 50% larger when it, too, opens next spring.

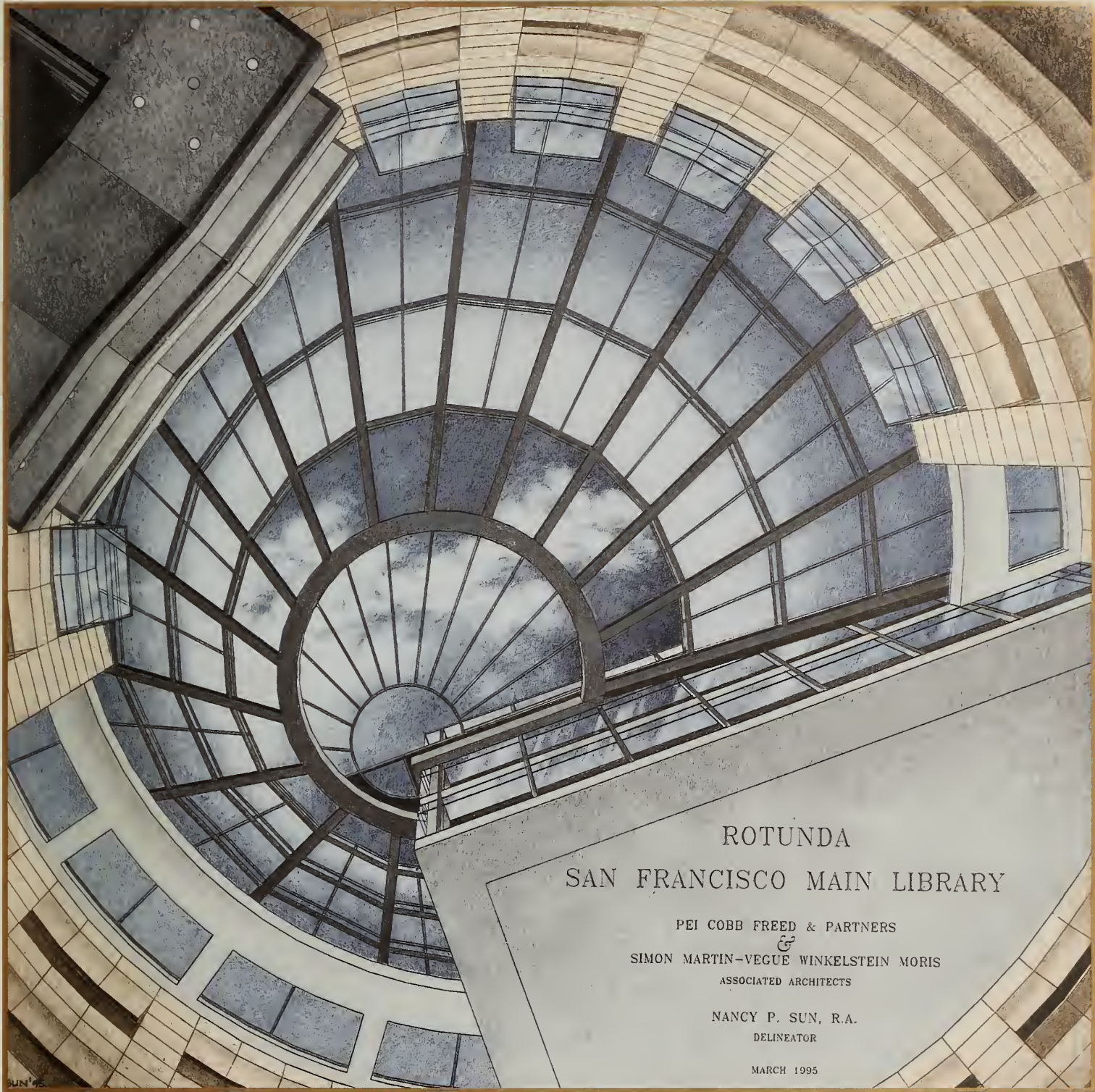
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## ACCESS

AFTER ALMOST 70% OF CITY VOTERS passed Proposition E in June 1994, we set out to determine exactly what the voters wanted. We first conducted a telephone survey to establish preferences for library hours, materials and services, as well as to obtain general views about the Library. Patrons were also polled at each branch. Finally, community hearings were held by the Library Commission at the Main Library and each branch in August and September.

The results showed the public wanted more hours, materials and staff. By the end of the year, our expanded collections, including those available on-line, provided greater access to more resources than ever before. Once again, every resident in the City is within a mile-and-a-half radius of a full service branch library headed by a librarian.



## MATERIALS

In 1994-95, the budget for new materials increased from \$1.5 to \$4.5 million, allowing the acquisition of more than 160,000 new items. The budget for children's materials increased more than five times. Today, our collection ranks in the top ten percent of American libraries.

The successful inventory of the collections and computerization of the Library's catalog provides access to more than 2 million items not previously available to all users.

In 1995, the Library became a U.S. patent and trademark depository, adding to the resources it

has held as a depository of state and federal documents for more than a century. The Business/Science/Documents Department provides access to the entire collection of U.S. patents and trademarks from 1790 to the present. More than two million paper documents, over 500 CD-ROMs, almost 200,000 maps and more than two million sheets of microfiche are housed in the department. Each month over 16,000 new documents arrive.

A resource collection for learning differences opened, funded by the Parents' Educational Resource Center/Charles and Helen Schwab Foundation and the Roberts



Foundation. The program provides information for people with learning differences, their families and professionals in the field.

The Library for the Blind and Print Handicapped received a grant to purchase a Braille embosser (printer) and display that enables a blind user to access computer screens with Braille text. The branch offers approximately 10,000 audio cassettes of unabridged books and has access to an additional 30,000 titles through interlibrary loan.

The staff of the Deaf Services program expanded their collection in preparation for the move to a center within the new Main Library.

City archives and historical manuscripts in the San Francisco History Room have become more accessible with the hiring of a new archivist.

The works of Bay Area filmmakers, including those of Peter Adair, Rob Epstein and other gay and lesbian producers, are being collected and preserved by a new moving images archivist. By next year a stock footage archive of San Francisco history will also be available.

A collection on environmental issues was initiated, headed by a specialist librarian who is designing and expanding it to be a nationally recognized resource.

Another new librarian in the Jobs and Careers Center expanded resources on job hunting skills, occupation choices, education sources and employment agencies.

## NEW FORMATS

In July 1994, **Library News** went on-line, providing patrons with up-to-date news about SFPL programs and services, volunteer and employment opportunities, minutes of Library Commission meetings, and news about the new Main, as well as information about City government.

SFPL launched the **John P. Maguire HIV/AIDS Information Database** the following month, in conjunction with the San Francisco

AIDS Foundation. The database, honoring the memory of a library staff member, provides information on AIDS service providers, organizations and medical programs. At the same time, the **Sally Brunn Neighborhood Association Database**, named in memory of a local library activist, also became available. It offers a comprehensive directory of neighborhood improvement groups and community associations.

In October 1994, the Library was awarded a \$425,000 grant from the National Telecommunications Information Administration (NTIA) to create the **Human Services Catalog**, a database of City government agencies, and non-profit and social service organizations. By May 1995, it was available at all library sites, containing information on more than 2000 agencies and programs. These databases are available from home or office, as well as from more than 200 public access terminals throughout the library system.

The resources of the San Francisco African American Historical and Cultural Society Research Library and Archives also became available on-line through the African American History Network.

SFPL acquired 19 new CD-ROM databases during the year, seven available on-line. Via computer, patrons can access newspaper indices and databases dealing with biography/genealogy, grants, contemporary authors, as well as a phone directory. Thirty-seven more databases, available in the Main Library, offer resources ranging from art to trademarks.

In April 1995, a grant-funded, ready reference project known as the Telephone Information Program (TIP) became a regular library service. The Information Services Department, which includes TIP, provided answers to 4,000 questions a week.



In June, the Library launched a new children's bookmobile, expanding outreach to children in group care situations such as day-care centers, preschools, after-school care centers, shelters and public housing.

SFPL also became a lead partner in the Citylink/Bridge consortium, a program that includes on-line civic conferences, a children's cable TV literacy program, as well as on-line homework help and Internet access and training.

## NEW DIRECTIONS

**F**riends for Life, a program funded by the federal Library Services and Construction Act, successfully recruited volunteers to bring library materials to people homebound with HIV/AIDS.

Library Express began as a cost-recovery pilot project, offering an expedited reference, research and document delivery service.

In September 1994, Project Read conducted its first Move-A-Thon, raising more than \$7000. More than 200 student-tutor pairs met throughout the city, including at the new county jail. Family literacy activities expanded with workshops, field trips and special events.





WHEN I WAS A KID, THE LIBRARY WAS THE ONLY  
THE ONLY PLACE I KNEW OTHER THAN  
—JOSEPH MARSHALL, EX

LAST YEAR, THOUSANDS OF SAN FRANCISCANS discovered worlds of resources, culture and entertainment through library-sponsored programs, and outreach, or by just dropping into their neighborhood branch.

## PROGRAMS

The Authors at the Main series drew hundreds of patrons to hear nationally known authors such as Anne Lamott, Tillie Olsen, Dorothy Allison, Harriet Doerr, Suzanne Lipsett, Alison Owings, and cartoonists Tom Tomorrow and Bill Griffith.

Many of these programs were subsequently cablecast on the City's cable television channel through the Library's Communications Services Department. The department also produces a monthly program, *At the Public Library*, available on Citywatch cable channel 54.

Different branches hosted poetry readings, lectures, performances, video showings, slide shows,

income tax and citizenship workshops, book discussion groups in English and Spanish, and orientations to library services.

The Friends of the Library sponsored two exhibits of fine printing in the Special Collections Department at the Main Library. *Cowboy Surrealists*, *Maverick Poets* and *Socratic Philosophers* highlighted the work of Peter Koch. *Trance and Recalcitrance*, a twenty-year retrospective of the Poltroon Press, was jointly funded with the Pacific Center for the Book Arts.

Other exhibits in the Main included a celebration of Black History in the Bay Area; Poland's History and Culture; a retrospective of poet/performer ruth weiss and artist Paul Blake; and a display from the Seventh Biennial Pacific Center for the Book Arts Members' Exhibition.

## CHILDREN'S PROGRAMS

Preschool storytimes, lapsits, films, videos, puppet shows, magic shows, arts and crafts, chess and other games brought thousands of children into the library. Countless others heard stories by phone with Dial-A-Story in English, Cantonese and Spanish.

San Francisco Giants pitcher Bryan Hickerson and the Gap Foundation helped to make the 1994 Summer Reading Program a major success, bringing 8000 children into the library. An auxiliary program, Kid Power, gave almost 400 volunteers aged 10–16 an opportunity to help out. For many it was their first volunteer experience.

Thanks to the Mayor's Summer Library Program, two library





PLACE I COULD GO AWAY FROM THE MADNESS OF THE STREETS  
 CHURCH WHERE THERE WAS SERIOUS BUSINESS GOING ON.  
 EXECUTIVE DIRECTOR OF THE OMEGA BOYS CLUB



branches stayed open longer hours from July to September 1994, to accommodate expanded children's activities. In the Main Library, a weekly summer program for college-bound high school students helped build vocabulary.

In October 1994, a multicultural festival brought Chinese, Mexican, Native American and African American dances and stories to children at different branches. To celebrate the Chinese New Year in January 1995, lion dancers performed for hundreds of children and adults throughout the library system.

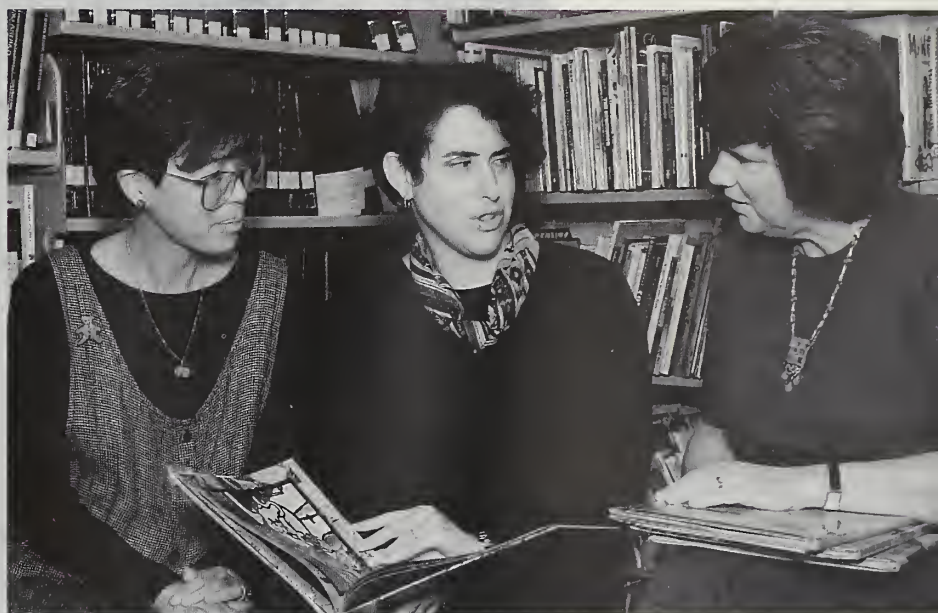
Other activities during the year included children's authors Marilyn Sachs and Robert San Souci reading from their works, mask making, juggling and clowning performances, as well as workshops on American Sign Language and gardening.

Children's Amendment funding made several other programs possible. Special outreach to the Tenderloin provided storytimes and craft programs to preschools in the neighborhood of the Main Library.

SFPL's Youth at Risk program provided services to the teen population at the Youth Guidance Center and to the Bayview-Anna E. Waden Branch, where the librarian developed a teen collection and worked with other community agencies.

Middle School outreach librarians visited 21 schools throughout the city, introducing students to the Library's resources, particularly the latest books of interest to teens.

Workshops were held on baby-sitting, homework and study skills. At the Western Addition Branch, groups explored writing poetry using art, music and theater as vehicles of expression. In May, job clinics at six branches, co-sponsored with community organizations, gave more than 300 teens tips on how to find employment. A live murder mystery game brought more than 100 young people into the Sunset and North Beach Branches.



ABOVE: Staff librarians helped determine two prestigious American Library Association children's book awards this year. Grace Ruth (R) chaired the Caldecott Committee. Rosalind Chang (L) was also a member. Carla Kozak served on the Newbery Committee.

TOP: Bettye Simon, one of ten neighborhood activists honored at the Seventh Annual Unsung Hero Awards at the Western Addition Branch library.

LEFT: Natalie Susoev and Jim Gotesky, participants in an interactive murder mystery game at the Sunset Branch library.



THIS LIBRARY, MY REFUGE, MY SHELTER, MY  
THROUGH THE STACKS, FINDING MY TEACHERS,

# EMPOWER

FPL PROVIDES RESOURCES that offer help, inspiration and pleasure for all San Franciscans. Its dramatic growth is a tribute to the civic-minded, democratic values that created the Library a century ago. Through the Friends of the Library and the Library Foundation of San Francisco, the people of this city have demonstrated, voted and donated time and money to ensure the future of those values into the next century.

## FRIENDS OF THE LIBRARY

Since 1961, the Friends of the San Francisco Public Library has been dedicated to the creation, support and stewardship of a superior free library system. After Proposition E passed, the Friends of the Library monitored the City's budgeting process to ensure adherence to the letter and spirit of the new law. Last fall, the Friends publicized the hearings held throughout the library system to make sure grassroots library supporters had a

voice in the budget allocations for more hours, resources and personnel.

When library hours expanded in the spring of 1995, the Friends launched a publicity campaign, aided by the generosity of Wells Fargo Bank and "Farley" cartoonist Phil Frank.

Friends of the Library also provided direct financial support for ongoing library programs, coordination and recognition of volunteers, community outreach, as well as recognition and continuing development for library staff. The Friends made funds available for *Partners in Business*, a newsletter of the Business/Science/Government Documents Department, and *Word*, a staff newsletter produced by the Community Relations Department, as well as pamphlets highlighting recent multicultural books for children and teens.

The Friends sponsored two exhibitions of fine printing in the Special Collections Department, including publication of the catalogs. Funding also continued for a part-time book conservation technician to restore books that could not be commercially rebound.

Almost 500 volunteers from the Friends contributed thousands of hours. They raised money by working at the Friends' Book Bay Bookstore and from book sales at Fort Mason Center. They also answered patron questions at the Welcome Desk in the Main Library; aided the Friends' administrative staff and worked in outreach programs such as City Guides, leading free historical walking tours, and Book Buddies, reading to children in hospitals.

The Friends continued to produce *At the Public Library*, a free monthly newsletter and schedule of events distributed throughout the library system and the San Francisco Unified School District.

Finally, the Friends' Annual Lecture Series raised funds specifically for library





SOURCE, RESOURCE, JOY—WHERE I BROWSED HUNGRILY  
MY INSPIRERS, MY COMPANIONS. —TILLIE OLSEN, AUTHOR

programs. Produced by City Arts and Lectures and sponsored by the *San Francisco Examiner*, the series brought thousands of people to Herbst Theater to hear authors as diverse as Anna Deavere Smith, Joseph Heller and Molly Ivins.

## THE LIBRARY FOUNDATION OF SAN FRANCISCO

The Library Foundation of San Francisco was created in 1988 to assist the Library with leadership, vision and resources in order to make the public library system a dynamic and world-class institution through the 21st century.

The Foundation's first task was to raise capital funds to supplement the bond issue passed in 1988 for construction of the new Main Library and renovation of the branch libraries.

In 1990, the Foundation launched the Main Campaign, with a target of \$30 million. By the end of the 1994-95 fiscal year, the Foundation had raised \$31.25 million to furnish and equip the new Main Library, help remodel the Chinatown Branch, and establish an endowment fund. The goal has now expanded to \$35 million, to include funding for programs, collections and technology enhancements.

As part of the fundraising process, the Library Foundation initiated the concept of working with diverse "affinity groups" in the community. These community leaders organized more than 15,000 donors, the largest example of public-private partnership in the history of San Francisco.

The affinity groups spent the last year raising funds and developing programs that will be showcased in special centers in the new Main Library. They reflect the needs and interests of African Americans, Chinese Americans, Filipino Americans, Latino Americans and gays and lesbians. Groups also actively support the Children's Center, an Environmental Center, and a Center for Rare Books.

In the past year, the Foundation sponsored two outstanding fundraising events. The second annual Kids'

Day at the Main raised funds to buy 4,300 new children's books. The Stegner Environmental Center's tribute to Wallace Stegner gathered together authors, activists and donors for a substantive informational program. The Stegner Center is funding a new environmental librarian position, as well as enhanced collections and electronic access.

With seed money provided by the Rockefeller Foundation last year, the Library Foundation is financing an expanded exhibits program to take advantage of the greater space at the new Main. The Resource Collection for Learning Differences, the Patent and Trademark Center, the Telephone Information Program, and much of the new technology was made possible by the fundraising efforts of the Foundation. During the next fiscal year, the Foundation will establish a \$5 million endowment fund.



I AM GLAD THAT PROJECT READ  
IS HERE FOR people like me  
AND THAT I CAN get help for my  
Reading Problem. I've been com  
for about three years off and o  
this last year I got a new tuto  
cccc, who has put this fire in  
she made reading fun and open  
many doors for me. she has  
A good friend to me.



# STATISTICS

POPULATION SERVED: 723,959

BUDGET	1994-95	1993-94
Expenditures	\$29,749,053	\$21,106,260
Revenues	\$13,075,124	\$928,483
<i>(includes Children's Fund and Library Preservation Fund)</i>		
General Fund	\$16,673,929	\$20,177,777

COLLECTION	1994-95	1993-94
Total volumes	2,000,000	1,936,332
Periodical subscriptions	8,177	7,657
Audio cassettes	20,500	17,300
Videos	9,900	9,400
Government documents	5,000,000	4,700,000
Photographs	3,000,000	
Materials added	160,000	79,000

PERSONNEL	1994-95	1993-94
Total staff (FTE)	514	380

ACTIVITIES	1994-95	1993-94
Total questions	2,656,130	2,621,630
Library visits	3,920,380	3,498,655
Adult programs offered	256	229
Program attendance	7,685	8,292

CIRCULATION	1994-95	1993-94
Total	100% 3,638,379	100% 3,368,060
Adult	73.46 2,672,639	74.35 2,504,132
Young Adult	1.52 55,463	0.54 18,136
<i>(not including paperbacks)</i>		
Children	25.02 910,277	25.11 845,792

REGISTERED BORROWERS	1994-95	1993-94
Total	100% 365,425	(figures not available for 1993-94)
Adult	77.63 283,675	
Young Adult	2.37 8,652	
Children	20.00 73,098	
New library cards issued:	52,000	50,036

MAIN LIBRARY	1994-95	1993-94
Number of open hours per week	60	47
Items circulated	859,972	768,865
Items used in the library	982,200	961,925
Questions answered	1,427,575	1,513,125
Number of people using library	1,170,473	942,606
Telephone Access Hours per week	72	72

BRANCHES	1994-95	1993-94
Number of open hours per week	1,112	754
Items circulated	2,769,924	2,595,461
Items used in the branch libraries	1,946,562	1,386,261
Questions answered	1,228,555	1,108,505
Number of people using branch libraries	2,749,907	2,556,049

CHILDREN'S PROGRAM	1994-95	1993-94
New books ordered for children and youth	67,000	21,000
Items circulated	965,740	863,928
Attendance at programs	158,570	133,227
Participation in Summer Reading Club	8,104	7,504
Children's requests for information	252,000	251,684
Number of times children came into library	596,000	594,531





# CREDITS

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Mayor

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*Finance Director*  
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*City Librarian*  
*Ex Officio*  
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*President, Friends of the Library*  
*Ex Officio*

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photo by David Schwabe  
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drawing with color pencil  
by Nancy P. Sun, R.A.  
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*San Francisco Chronicle*  
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PROJECT DIRECTOR/EDITOR:  
Eleanor Shapiro  
DESIGN: Sarah Levin  
PRINCIPAL PHOTOGRAPHY:  
Rory McNamara  
INTERN: Sarah Lester  
PRINTER: AR Lithographers, Inc.

This report was partially  
funded by the Friends of the  
San Francisco Public Library.

Printed on recycled paper.







SAN FRANCISCO PUBLIC LIBRARY

ACCESS, DISCOVER, EMPOWER







